

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH**

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| In re the Application of: |) | |
| K. KLARFELD et al. |) | Examiner: Brown, Rueben M. |
| |) | |
| Serial No.: 09/963,335 |) | Art Unit: 2424 |
| |) | |
| Filed: September 24, 2001 |) | Confirmation No.: 2141 |
| |) | |
| For: SYSTEM AND METHOD FOR |) | Reply to Office Action |
| PERSONALIZED TV |) | Dated July 7, 2009 |

REPLY TO OFFICE ACTION DATED JULY 7, 2009
AND PETITION FOR TWO MONTH EXTENSION OF TIME

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicant hereby replies to the Office Action dated July 7, 2009, in the above-referenced patent application. Attached hereto are the following additional documents, if any: Information Disclosure Statement. Reexamination and allowance of all claims is respectfully requested in view of the following amendments and remarks. No new matter has been added.

Applicant hereby petitions for a two month extension of time from October 7, 2009 to December 7, 2009, to respond to the Office Action. An extension fee in the amount of \$490.00 is being paid via credit card. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Amendments to the Claims begin on page 3 of this paper.

Remarks begin on page 9 of this paper.